



INDIVIDUAL HOMES

✧ *designed for better living...*

ASK FOR WEST COAST LUMBER BY NAME . . . DOUGLAS FIR, WEST COAST HEMLOCK, WESTERN RED CEDAR AND SITKA SPRUCE.

TODAY'S HOME STYLES are as varied as they are interesting. More than ever before, the home is designed around the individual's own living requirements and personal desires. To some this means a rambling ranch home or functional modern. Others prefer the two-story or story-and-a-half. Whatever the final choice, you can be sure a well designed home of West Coast lumber is always attractive, always in style. And when *you* build ask for the West Coast species by name ...Douglas Fir, West Coast Hemlock, Western Red Cedar and Sitka Spruce.

Home Building Plan Service



WOOD'S NATURAL BEAUTY provides the warmth and friendliness which make a home inviting. A wide variety of exterior finishes assures individuality in your neighborhood of homes.

BEAUTIFUL INTERIORS OF WOOD are both comfortable and practical. Whether used alone, or in combination with other materials, attractive wood paneling creates a pleasant atmosphere. And with paneling of West Coast lumber there is no problem of harmony with furnishings because wood's natural beauty blends with any color scheme.

Van Evera Bailey, Architect, A.I.A.



Norman N. Kandi, Architect

Van Evera Bailey, Architect, A.I.A.



INDIVIDUAL COLOR TREATMENT

is readily achieved with easy-to-paint West Coast lumber. Many of today's attractive homes take full advantage of the new, beautiful shades for interesting color combinations.

COMFORTABLE LIVING is part of a home built of wood. The natural insulating quality of West Coast lumber will keep you warmer in winter, cooler in summer. Important, too, is the sound-deadening quality of wood, which makes for a more quiet home. Yes, your home, built of West Coast lumber and designed around your individual needs, will provide years of enjoyable living. You'll always be glad you built of wood.

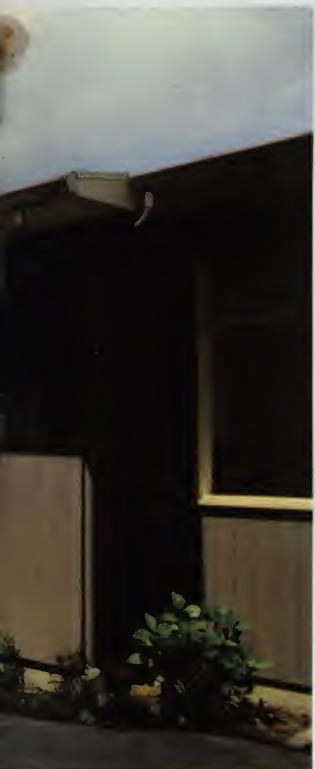


Clyde Simmons, Designer



John F. Jensen, Architect

VARIETY OF EFFECTS is unlimited with wood exteriors. Ever popular are the horizontal siding, such as bevel or drop siding, with their pleasing shadow lines. You may prefer the uniform and groove lumber or the striking contrasts of boards and battens. Whichever your choice, you can be distinctive individually when you use siding of West Coast lumber...Douglas Fir, West Coast Hemlock, and Sitka Spruce. And you'll be building for lasting value, as well as for lasting beauty.



Van Evera Bailey, Architect, A.I.A.

Max P. Williams & Robert Martin, Architects, A.I.A.

Clyde Simmons, Designer

any patterns of
surface of tongue
of beauty and
tern Red Cedar





EASY TO BUILD AND MAINTAIN, a home of wood can be readily enlarged or remodeled. Many home owners have taken advantage of this "expandability" of wood homes to build for present needs, then let the home "grow" with their family.



Anthony J. Dreyer, Architect



Clyde Simmons, Designer

CHOICE OF SITE is important to the styling of your home. With wood you can select the site you prefer and then build to take full advantage of the opportunities it offers. You can be sure of a home of which you will always be proud. Small wonder that so many of today's outstanding homes are built of West Coast lumber... Douglas Fir, West Coast Hemlock, Western Red Cedar and Sitka Spruce.



Leo L. Hall, Designer



FULL VALUE FOR YOUR BUILDING DOLLAR

From sturdy framing to beautiful exterior and interior finishes you can *depend* on the natural strength and beauty of West Coast lumber. There is no substitute for this versatile building material. For the home *you* plan to build ask your retail lumber dealer for these outstanding West Coast species... Douglas Fir, West Coast Hemlock, Western Red Cedar and Sitka Spruce.

WEST COAST LUMBER

Douglas Fir - West Coast Hemlock
Western Red Cedar - Sitka Spruce

REISEN LUMBER & MILLWORK CO.

1070 Morris Avenue,
Union, New Jersey

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Additional copies of this booklet may be obtained without charge from the **WEST COAST LUMBERMEN'S ASSOCIATION**, 1410 S. W. Morrison, Portland 5, Oregon

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WEST COAST LUMBER

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